

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Appln. No.:** 09/518,699  
**Applicant:** Martin S. Berger  
**Filed:** March 3, 2000  
**Art Unit:** 3687  
**Confirmation No.:** 7109  
**Examiner:** Andrew J. Rudy  
**Title:** SYSTEM AND METHOD FOR PROMOTING INTELLECTUAL PROPERTY

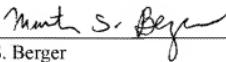
**DECLARATION UNDER 37 CFR 1.131**

I, Martin S. Berger, the undersigned and the Applicant in the above-identified patent application, declare that:

1. I am the inventor of the subject matter disclosed and claimed in the above-identified U.S. Patent Application No. 09/518,699, filed March 3, 2000.
2. I conceived and reduced to practice the invention disclosed and claimed in the above-identified application in the United States, prior to September 14, 1999, the filing date of U.S. Provisional Application No. 60/154,066 which U.S. Patent No. 6,556,992 to Barney et al. claims priority.
3. Prior to September 14, 1999, I began efforts to form a new IT company and website to promote inventions over the Internet communications network, including a database of products, patents and ideas, and the ability for users to provide feedback on these products, patents and ideas.
4. Attached hereto as **EXHIBIT A** are notes related to the formation of the new IT company and website dated October 5, 1999.

5. The above-cited facts, as supported by **EXHIBIT A**, demonstrate my conception and reduction to practice of the invention described and claimed in the above-identified application in the United States, prior to September 14, 1999.

6. All statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true. These statements are made with the knowledge that willful false statements so made are punishable by fine or imprisonment or both under section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

  
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Martin S. Berger

**EXHIBIT A**

**THE NEW IT COMPANY****Possible Names:**

1. Innovation Supermarket
2. Innovation Marketplace
3. Invention/New Product Information, Inc.
4. New Product Marketplace
5. Technology Supermarket
6. Technology Marketplace
7. Idea Supermarket
8. Idea Marketplace
9. Invention Supermarket
10. Invention Marketplace
11. Invention/New Product Information, Inc.
12. New Product Supermarket
13. Invention/New Product Feedback Information, Inc. (INFO, Inc.)

**Products:** New Product, Patent Information Services  
Focusgroup.com

**Market:****I. Subscribers**

1. Companies interested in new products
  - a. To buy or license
    - 1] Companies with new product managers
    - 2) With active acquisition programs
    - 3] Patent attorneys in-house
  - b. To test market or research
    - 1] Companies with new product development programs
    - 2) With market research departments
    - 3) With product managers, marketing groups, etc.
    - 4) Active relationships with ad agencies
  - c. To learn competitive information
    - 1] Companies seeking data about competitors
    - 2] Companies who subscribe to PATENT GAZETTE
2. If we keep as broad based innovation site, subscribers can also be buyers of other types of marketable innovation:
  - a. Play producers
  - b. Movie producers
  - c. Book publishers
  - d. Story publishers (magazines)
  - e. Recording producers
  - f. Art buyers

## II. Innovation Advertisers

1. Individuals or companies interested in selling or licensing inventions or intellectual property
  - a. Primarily patent holders
  - b. Trade secret or process owners
  - c. Trademarks, copyrights, logos, DW marks
2. Companies or entrepreneurs interested in selling or licensing new products
  - a. Can also sell distribution rights
  - b. Can be one product or an entire line
3. Innovation owners
  - a. Playwrights, writers, authors
  - b. Musicians, composers
  - c. Artists, cartoonists

*present*  
*↓*  
Uniqueness: Will gather available new products and patents together in one comprehensive database allowing manufacturers to shop for patents or new products, patents and other intellectual property.

### Revenue:

- I. Subscriber companies
  - 1) Project 1,000 @ \$10K per year = \$10MM
  - 2) Charge license fees for multiple location users
  - 3) Discounts for conglomerates with multiple divisions, i.e. P & G etc.

### II. Technology available

- 1) Patent Data Base can put in all U.S. patents last 10 years
- 2) Solicit patent holders to list multiple keywords, visuals, test and market data, prototapes etc.
- 3) Same for new product owners
- 4) ISC clients can promote at no cost. Intromark is contact.
- 5) Promote for 5 years
- 6) Corporations to be solicited for patents, technology, trade secrets
- 7) Universities to be solicited for patents, technology, trade secrets

Estimate sales to 1% U.S. patents per year, plus 20% - 25% growth rate growth new product owners, foreign patents, referrals, subscribers, etc.

YEAR	ADVERTISERS	<i>est. Revenue caps</i>
1	1,000	\$ 400
2	1,250	\$ 500
3	1,500	\$ 600
4	2,000	\$ 800
5	2,500	\$1,000

Estimate cost to advertisers - \$250 for basic listing, \$350 with visuals; \$300 - \$500 production cost. Average sale \$400.

**Matchmaking Fee:**

- 1) 5% to be paid by seller with no assistance
- 2) 10% to be paid by seller if negotiated
- 3) ISC clients pay normal percentage

Potential revenue can be substantial with corporate, university technologies added. University licensing revenues alone are believed to be \$100MM+.

No estimate is given for other innovation subscribers or publishers, as these are futuristic expansion areas. If the new product program is successful, then these areas can follow in the same way Amazon carved an initial niche in book selling before reaching further.

I.P.O.

